

# Comparisons of Job Characteristics

Focus Occupation: **Marketing Managers (11-2021)**

Associated Occupation: **Market Research Analysts (19-3021)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Market Research Analysts (19-3021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	17.6	16.6	0	Current knowledge level may be sufficient
Customer and Personal Service	11.3	14.7	18.3	>>	Current knowledge level is likely more than sufficient
Sales and Marketing	5.2	13.8	21.5	>>	Current knowledge level is likely more than sufficient
Administration and Management	8.4	12.7	13.9	0	Current knowledge level may be sufficient
Communications and Media	5.3	9.4	12.1	>>	Current knowledge level is likely more than sufficient
Economics and Accounting	4.4	8.2	7.9	0	Current knowledge level may be sufficient
Sociology and Anthropology	4.1	7.1	6.5	0	Current knowledge level may be sufficient
Geography	3.9	6.4	5.1	<	Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Market Research Analysts (19-3021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Reading Comprehension	10.7	14.6	12.4	<	A higher skill level may be required
Judgment and Decision Making	9.4	11.9	12.3	0	Current skill level may be sufficient
Complex Problem Solving	9.1	11.5	11.2	0	Current skill level may be sufficient
Systems Analysis	6.5	10.4	10.1	0	Current skill level may be sufficient

Systems Evaluation	6.4	9.8	10.8	>	Skill level is likely sufficient
Operations Analysis	5.0	9.2	11.6	>	Skill level is likely sufficient
Mathematics	6.2	9.1	8.1	<	A higher skill level may be required
Programming	2.2	5.5	3.4	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Abilities

Similarity of Focus Occupation to Associated Occupation: 97

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Market Research Analysts (19-3021)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Written Comprehension	11.0	14.8	13.8	0	Current ability level may be sufficient
Written Expression	9.8	14.8	13.0	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	13.6	14.1	0	Current ability level may be sufficient
Inductive Reasoning	10.2	12.8	11.5	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	12.0	13.3	>	Current ability level is likely sufficient
Category Flexibility	9.0	11.6	10.7	0	Current ability level may be sufficient
Mathematical Reasoning	6.3	11.5	9.1	<	Some improvement in abilities may be required
Number Facility	6.3	10.1	8.9	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Market Research Analysts (19-3021)

Work Activities	Exclusivity of Activity
Analyze market or delivery systems	87
Analyze sales activities or trends	74
Conduct market research	80
Conduct or attend staff meetings	47
Develop marketing strategy	89
Direct and coordinate activities of workers or staff	3
Identify potential markets	87
Make presentations	13
Monitor consumer or marketing trends	74

Prepare reports	8
Use knowledge of economic trends	77
Use marketing techniques	76
Use product knowledge to market goods	80
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 93

**Focus Occupation: Marketing Managers (11-2021)**  
**Associated Occupation: Market Research Analysts (19-3021)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.